

Message Text

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PAGE 01 STATE 203201
ORIGIN COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 OPIC-06 /027 R

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-----064704 260550Z /23

R 251947Z AUG 77

FM SECSTATE WASHDC

TO AMEMBASSY BANGKOK

INFO AMEMBASSY SINGAPORE

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E.O. 11652:N/A

TAGS:BEXP: TH

SUBJECT:WCAG THIRD QUARTER FY-77 CCP MEETING

REF: (A) BANGKOK 16094; (B) BANGKOK 13199

1. THE COMMERCE REPRESENTATIVE PRESENTED THE INFORMATION
PREPARED BY THE POST TO THE WCAG ON THE "MINI" EXHIBITIONS/
SEMINARS AND POINTED OUT THE VALUE OF THIS SERVICE TO U.S.
BUSINESSMEN. COMMERCE IS ACTIVELY INFORMING BUSINESS
VISITORS OF THIS SERVICE.

2. THE BUILDING EQUIPMENT AND SUPPLIES TRADE MISSION AND
THE HOTEL AND RESTAURANT CATALOG SHOW WERE DISCUSSED. IT
WAS NOTED THAT THE HOTEL AND RESTAURANT EQUIPMENT CATALOG
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SHOW IS NOW IN PROCUREMENT AND THE MARKET RESEARCH FOR THE
BUILDING EQUIPMENT AND SUPPLIES TRADE MISSION WOULD ARRIVE
ON SCHEDULE.

3. WCAG FELT THAT SINCE THE AMERICAN TEXTILE MANUFACTURES
ASSOCIATION AND THE THAI TEXTILE MANUFACTURES ASSOCIATION
WERE INVOLVED IN THE TIMING AND PLANNING OF THE TEXTILE

EQUIPMENT TECHNICAL SALES SEMINAR THE RESULTS SHOULD BE POSITIVE.

4. COMMERCE COUNTRY MARKETING MANAGER BRIEFED THE WCAG ON HIS CCP CONSULTATION VISIT TO BANGKOK. THE ROLE OF THE INTERNATIONAL MARKETING CENTER IN SINGAPORE WAS DISCUSSED.

5. MUCH OF THE MEETING WAS DEVOTED TO THE UPCOMING AGRI-BUSINESS EXHIBITION. THE COMMERCE MEMBER REVIEWED THE PAST HISTORY AND CURRENT STATUS OF PLANNING, MENTIONED THE CONSIDERABLE GROUND WORK ALREADY DONE BY THE POST AND EXPLAINED THE IDEA OF A TEAM APPROACH FOR MARKET RESEARCH. WCAG SUGGESTED POST, ON RECEIPT OF SPECS FOR MARKET RESEARCH, MAKE CORRECTIONS, IF NECESSARY, TO THE FY-78 CCP TO REFLECT THE CHANGE FROM CONTRACTED RESEARCH TO POST/IMC CONDUCTED RESEARCH.

6. THE WCAG INVITED A REPRESENTATIVE FROM OPIC TO ATTEND THE WCAG MEETING. THE OPIC REP PRESENTED A BRIEFING ON OPIC'S ACTIVITIES IN THAILAND AND DISCUSSED HOW IT MIGHT BE POSSIBLE TO ASSIST IN THE AGRI-BUSINESS SHOW. COMMERCE AND OPIC WILL MAINTAIN A CLOSE LIASON THROUGHOUT THE PLANNING STAGE AND ATTEMPT TO IDENTIFY AREAS OF MUTUAL INTEREST. CHRISTOPHER

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Message Attributes

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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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